

# THEKEYWORDACADEMY<sub>pro</sub>

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## San Juan Sufficiency Case Study

(13 posts)

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### 1. [Chris Troutner](#)



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+148

Karma

Joined 12/10

Hey everyone,

I've been putting together a case study of my own over the last couple weeks. I wanted to capture my plan into a spreadsheet and share it with TKA community. My reasons for doing so are two fold:

- For better or worse, I wanted to share my initial plan and the final results and use the obligation of giving updates to the community to give me motivation.
- There are a lot of nuances with the case study I put together that I'd like to explore with the community. For instance, I'd like to get feedback on whether the community thinks my anchor links are too aggressive or not aggressive enough.

I've also put a lot of emphasis recently on capturing both initial as well as final data about my case studies. In the past I've tried a lot of stuff but didn't do a good job capturing my initial goals or actions. I've only been able to look at the final results and try to trace back to what I had done and what I was thinking when I started. Mark and Court are both advocates of creating a game plan up front and then executing that game plan. I am trying very hard to be better at this.

### About the Site

This post is my official 'coming out', in that I'm sharing the URL of the site I spend the most time on: <http://sanjuansufficiency.com>

This is a blog/flagship/passion site. I created it after my main AdSense site tanked in the Panda and Penguin updates. I had held the idea of starting a blog like this for a while before the algorithm updates. There was so much noise for so many months about how to deal with the google updates that I decided to take a different approach to website building.

I've listened to Frasier and his method of website promotion for years. I have also been a subscriber to his Keyword Strategy tool for a few years. I decided to give his method a try with this new site and see how it worked.

However, at the time, I also started to really analyze bloggers who had huge social media followings and traffic. A few examples (in the boating niche) are

sailingsimplicity.com and artofhookie.org. Neither of these sites were created to be monetized and neither creator intended to generate the massive amount of traffic that they get. These are not the type of blogs I want to have, but there are lessons to be learned from them.

That's a long winded way of saying that I've done no guest posting and very little TKA 1.0 promotion for my website. I've worked hard to connect with similar blogs, leave comments, post to social media, participate in forums, create and share YouTube videos, but I haven't done any guest posting or tried to get anchored links.

## About The Case Study

What I'm going to try to do with this case study is promote two pages on my site: [how to freeze spinach leaves](#) and [matia island](#).

I chose both of these keywords by going through my Google Analytics data and choosing existing content that met the following criteria:

1. It was already ranking around the 2nd or 3rd page
2. Had good content & strong social signals already
3. Had monetization potential

The **freezing spinach** page has traffic potential of roughly 1000 visitors per month and the keywords pay around \$0.10 CPC. I figure I could bring in around \$10 per month in AdSense from ranking well with this keyword, so it's not a huge money maker.

However, I want to get back into the AdSense and link-building game again and the content on this post is great. I really think it deserves to be on the first page of Google. It's worth it to me to throw a few links at it. I also think it would be easy to integrate a few ads and it would be a great page to do A-B testing if I had traffic.

**Matia Island** is an island that I covered in my book, [Gunkholing in the Salish Sea](#). The traffic potential is minuscule – maybe 30 a month if I'm lucky, but every person looking for information on Matia Island is a potential customer for my book, so I want that targeted traffic.

This would also be considered a 'local' keyword. I have begun coaching small businesses on ranking local keywords, so this would be a great case study for that business.

The content on this page is good, but not great. I plan to take chunks from the chapter in my book and update the page with additional content.

## About the Spreadsheet

The initial spreadsheet for this case study can be downloaded [here](#). Original copies of the web pages I plan to update as well the spreadsheet can be downloaded from my site at this URL:

[http://sanjuansufficiency.com/downloads/case\\_study/](http://sanjuansufficiency.com/downloads/case_study/)

The [starting\\_data.xls](#) spreadsheet has 6 tabs. Here is a summary of the information in each tab:

- Analytics – This is the analytics data I pulled from Google Analytics. It shows that I presently rank for freezing spinach around position 10. I also rank for matia island around position 21. I also clearly state my goal of bringing both of these pages up to position 5 or higher by May 1st.
- Link Profile – I haven't done any link building through guest posting for my site or these pages. I have a few links going to each page from social sites and this page shows the link profile as taken from Google Webmaster's Tools.
- Rank Check – I used the Firefox Rank Checker add-on to do a rank check for several keywords. My rank from my local data center seems to be much lower than the rank reported on my Google Analytics. That discrepancy is interesting, and I'm not sure what's causing it, or which to believe.
- Target Keywords – Both of these pages took the scatter-gun approach to keyword targeting. Since I appear to be ranking for some keywords and not others that I originally targeted, I decided to focus the related 'cluster' of keywords I'm targeting. This tab shows the keywords I'm going to be targeting as well as monthly traffic and competition assessed by Traffic Travis and Keyword Strategy. I'll talk more about them below.
- The Action Plan tab is a quick summary of the SEO steps I plan to take to get these pages to rank better. It includes a lot of on-site improvements as well as guest posting.  
This is the tab that I'd like to get the most feedback on from the community. What do you think of my proposed SEO strategy? Should I be more aggressive with my on-site SEO? Less?
- Finally, the Keyword Map tab shows a link-map similar to the one that Court presented in his Doctor650 case study. These show the PostRunner and Web 2.0 links I plan to get and how I plan to arrange them. I tried to introduce some randomness into the mix, like Court suggested in his case study.

## A Note About Traffic Travis & Keyword Strategy

I'm not affiliated with Traffic Travis in any way. It's an SEO software that costs about \$100. I also pay about \$30 per month for proxies that I use in conjunction with the software. I bought it when I signed up my first SEO client and I use it more and more every month. I think it's a really solid piece of software and it helps me track my SEO progress.

Keyword Strategy is an SEO database that Frasier created. I use it a lot. It's had some changes done in the last couple years that made it a bit less useful – notably the change to competition assessment. However, the ability to store all my keyword research in a database and quickly and easily re-use that data in future keyword research is invaluable to me.

There are lots of other tools that do the same thing as these tools. These are just the ones I've found that suits me the best. I mention it here because these are the sources of my data; in case there are any questions about where I get my data from.

Posted 5 months ago <#>

+9



The following users appreciated this post:

[Neil](#), [strathy](#), [Chris](#), [nilendub](#), [Geronimo](#), [Riccardo](#), [Greg](#), [Court](#), [seomum](#)

## 2. Court



- o Ad
- o AF
- o T
- o !



+1970

Karma

Joined 04/09

- o 18

I'm stoked to see how this works out Chris!

Posted 5 months ago <#>

+1



The following users appreciated this post:

[Chris Troutner](#)

## 3. Chris Troutner



- o !



+148

Karma

Joined 12/10

I've been really doing a close analysis of the Doctor650 case study and I noticed an interesting pattern. I thought I'd share it and I'd love to get some feedback from the community (and Court).

For those who want to help me really take a close look at this, I created [a google doc](#) with the link map from the Doctor650 case study.

I was looking at the way Court worked the keywords into the post titles throughout the different tiers. Untargeted links with no keywords I marked green. Titles that contains some of the keywords got marked yellow. Titles that contained all the keywords were marked red.

I then decided to look at the ratios of these colors for each tier. It looks like the following:

							contains target keywords contains most of target keywords or is a brand name untargeted link	
	Red		Yellow		Green			
	Count	Ratio	Count	Ratio	Count	Ratio		
Tier 1	3	21.43%	4	28.57%	7	50.00%		
Teir 2	2	15.38%	4	30.77%	7	53.85%		
Teir 3	6	60.00%	4	40.00%	0	0.00%		

Red & yellow link ratios increase at tiers increase.  
Green ratios decrease as tiers increase

I thought it was really interesting how the titles got more aggressive as you progress from Tier 1 to Tier 3. (The ratios that are bolded)

I think the data stands on its own. But I am curious. Court, was this intentional on your part?

I'm going to try to build links around these same ratios when executing my own case study.

Posted 5 months ago <#>

+1



The following users appreciated this post:

[Nuvan](#)

#### 4. [Court](#)



- o AD
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+1970

Karma

Joined 04/09

- o 18

Yeah Chris that was intentional. I don't have a way to examine it's effectiveness because I don't have a case study right now where I didn't do that but yes, it was intentional. :)

Posted 5 months ago <#>

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#### 5. [Chris Troutner](#)



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+148

Karma

Joined 12/10

It's been 2 weeks since I started this case study. I wanted to give an update on my progress so far. Again, trying to give myself a sense of (positive) obligation.

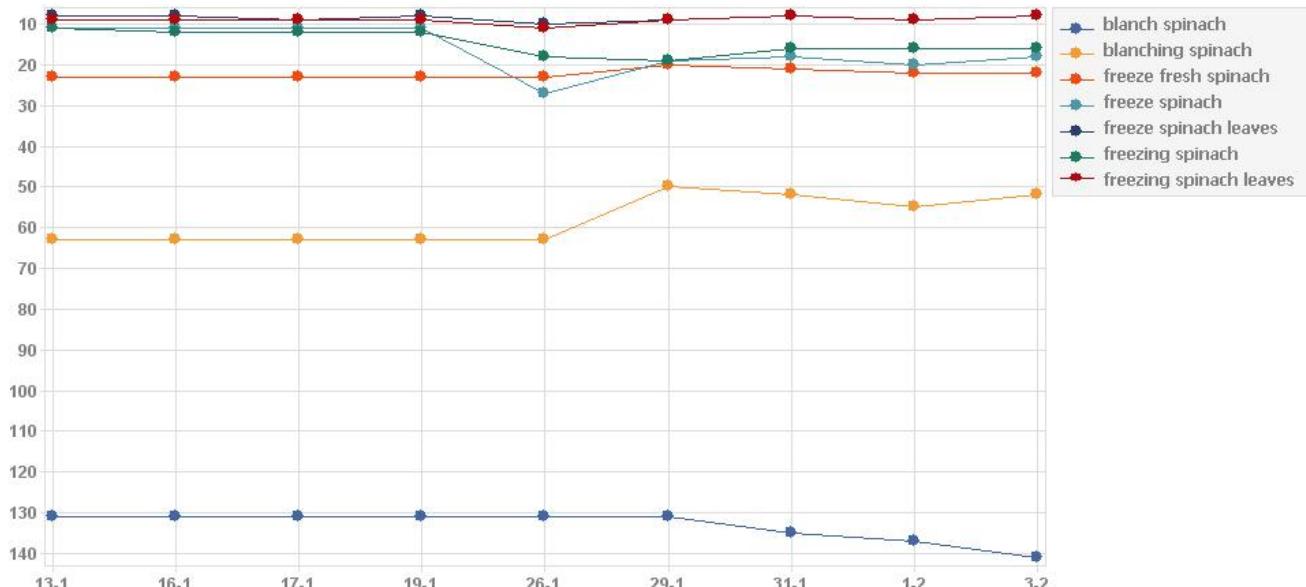
I captured my starting data in a google doc that I shared earlier in this thread. Now that I'm actively link building, I started [a new spreadsheet](#) to focus on my actionable items (link-building).

It's taking me longer than I expected to get guest posts written and posted to other sites. Last week though, I added some internal links to the pages on my site. I also added content and a video to the Matia Island post. These on-site actions have had a small, but noticeable impact on my rankings.

As you can see from the image below, my ranking for keywords related to 'freezing spinach' have increased slightly, and my rankings for 'blanching spinach' have gone from rock steady to fluctuating.

I'm going to go out on a limb here and say that my internal link for 'blanched spinach' caused my ranking for 'blanching spinach' to increase slightly and my ranking for 'blanch spinach' to decrease slightly.

### Search Rankings for San Juan Sufficiency

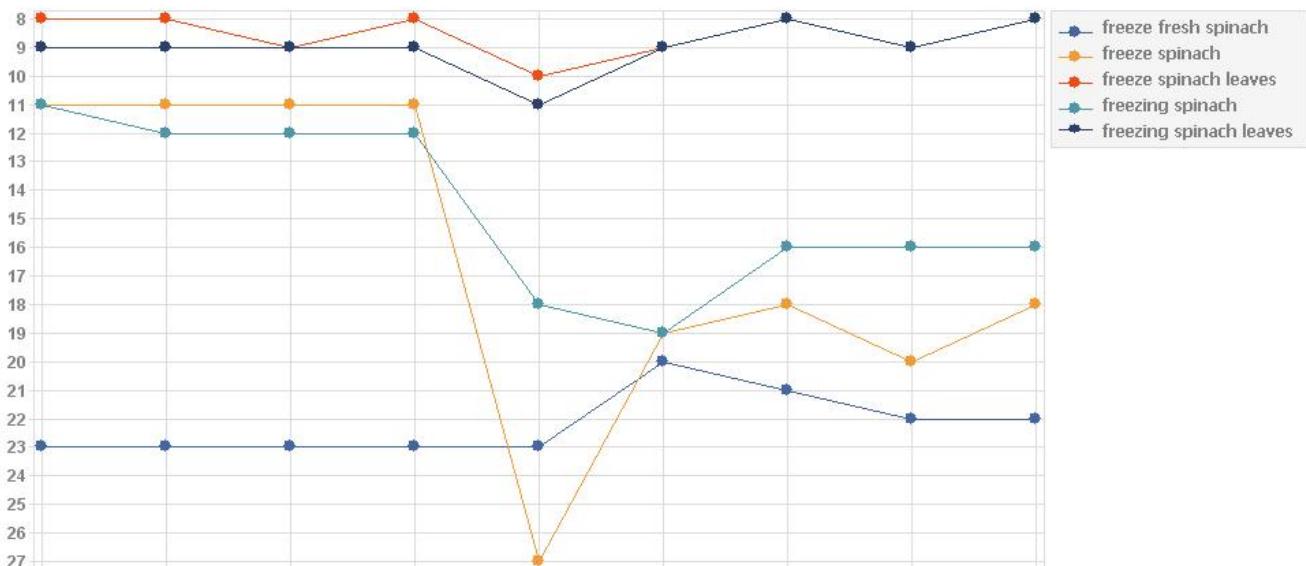


SAVE

CLOSE

Here's a closer look at my 'freezing spinach' keyword group:

### Search Rankings for San Juan Sufficiency



SAVE

CLOSE

The results of the 'matia' group are interesting to. I changed to title of the post from Matia Island to Matia Island State Park. That caused a big jump from 130 to 110 in that keyword. I was happy to see that it only slightly hurt my ranking for 'matia island' alone.



### Link Building

My main focus at this point is going to be link building. Just yesterday I built my first new link. It's a naked link from a picture I posted on flickr. It's no-follow, but from what I've seen, I think no-follow links still pass link juice. It's also coming from a picture on Flickr with a title that contains the keywords.

That being said, the focus going forward is producing content with anchor text aggression levels that mimic those in the Doctor650 case study. I'll be building links and trying to keep my anchor text ratios (particularly the red) below Court's, as shown earlier in this thread. See the [case study link-building spreadsheet](#) for more details.

Posted 5 months ago <#>

+1



The following users appreciated this post:

[Court](#)

6. [Court](#)



- Ad
- AS
- T
- !



+1970

Karma

Joined 04/09

- 18

Awesome Chris - looking forward to seeing how this works out!

Posted 5 months ago <#>

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7. [RainMan](#)



o AD



+2770

Karma

Joined 03/10

o 6

the seafood recipe pics look tasty.

Posted 5 months ago <#>

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8. [Chris Troutner](#)



o !



+148

Karma

Joined 12/10

Thanks guys!

@RainMan: Hey! Haven't seen you around in a while. My buddy does a lot of those recipes. He's been cooking on a boat all his life and can make some wonderful dishes with only basic ingredients.

Posted 5 months ago <#>

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9. [Chris Troutner](#)



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+148

Karma

Joined 12/10

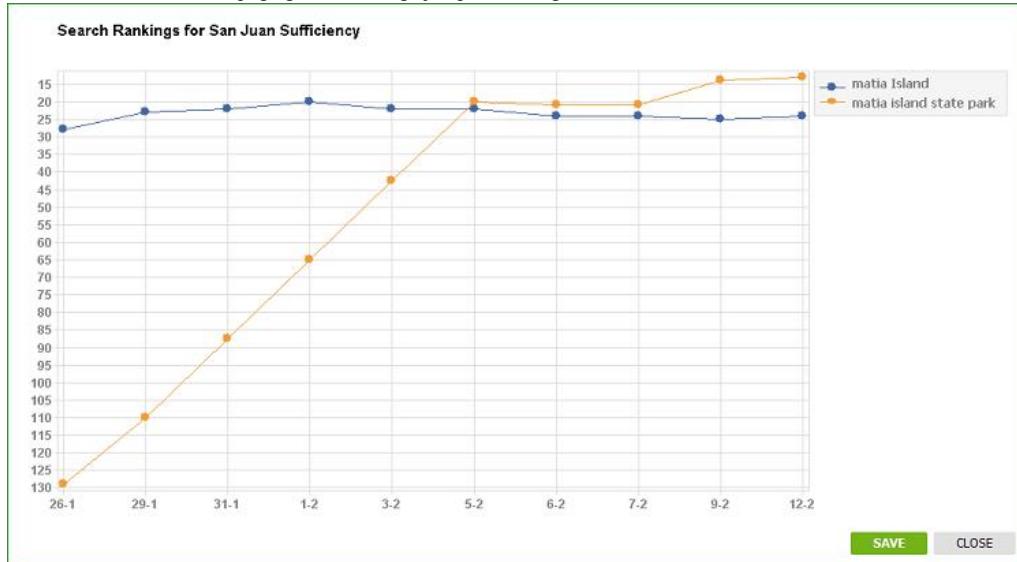
Hey all,

It's been another week and I wanted to post an update on my the progress of my case study.

## Progress Update

I managed to get one link published and live last week for my [Matia Island](#) page. I put an article into PostRunner for a link to my [Freezing Spinach](#) page, but it is still waiting for a response from the website admin.

The one link for the Matia page gave me a huge jump in rankings:

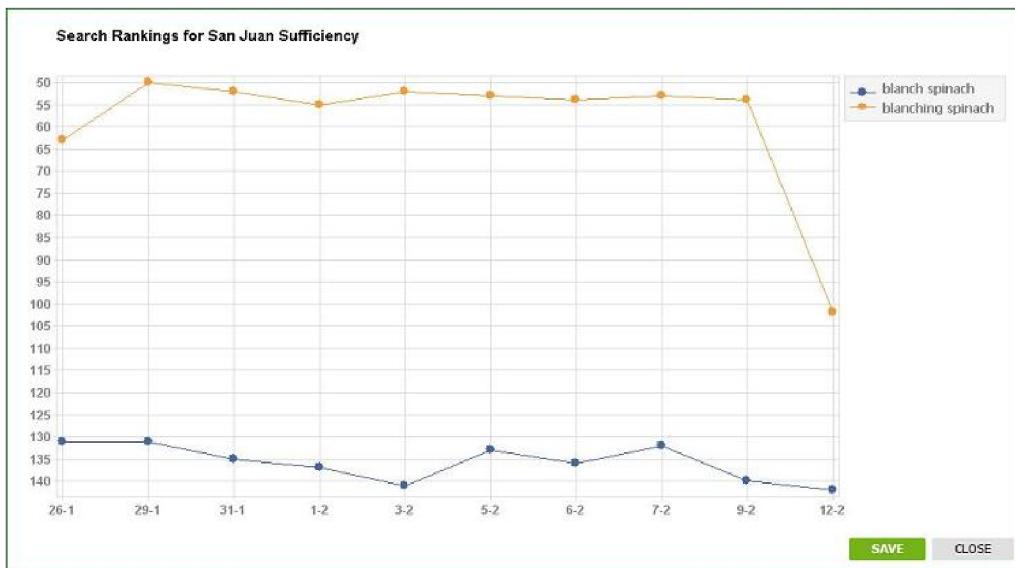


You can see I've had a huge jump in ranking for **matia island state park**. My ranking for the more general term, **matia island** has increased as well, but not as dramatically.

The rankings for keywords around **freezing spinach** continue to fluctuate slightly. Not unexpected considering I haven't built any links. For whatever reason, my ranking for **freezing spinach leaves** have gone up to position 7. That means I'm on the first page!



My rankings for **blanching spinach** keywords has tanked:



To date, I am very happy with my progress. The Matia page is responding well to links and all pages are responding well to my on-site SEO. I'm not sure what is causing such a negative response for the **blanching spinach** keyword. Perhaps loss there is coming at the expense in gains for **freezing spinach leaves**.

## Updated Spreadsheet

While ranking these two pages is the goal, this is all really just an exercise for me. One of the things I've really been using this case study for is to focus on better management through spreadsheets. I am trying to use these spreadsheets to track my efforts and progress as well as to coordinate outsourcer activities efficiently. Over the last few months I have **really** been working hard to get better at working with outsourcers. I am using outsourcers for all the article writing in this case study.

That's really a long winded way to say that I've changed my management spreadsheet \*again\*. Here is [version 2 uploaded as a Google doc](#).

I've spent a lot of time thinking about how to layout and capture information efficiently for my link building and content management efforts. Every keyword targeted article that I write gets its own worksheet in a spreadsheet file called 'content\_management'. This is an evolved version of a spreadsheet that Court and Mark sent out a few years ago. This sheet captures the following:

- 1) The URL of the post
- 2) The date the article was published
- 3) Keyword research and keyword targeting data
- 4) Links built to the page
- 5) Anchor text aggression ratios

Like I said, I've been trying to get better at working with outsourcers. The second page in the spreadsheet contains a working list of articles that I am ordering, and captures the essential information that I need to pass on to an outsourcer. Once I have the article, I then use the information in this spreadsheet to turn it into a targeted link. I fill in all this information **before** I order an article:

- 1) Destination site
- 2) Article title
- 3) Anchor text
- 4) Word count
- 5) Link tier
- 6) Source Material
- 7) Summary

In my experience, I've found that title, word count, summary, and source material are the most essential information to give an outsourcer in order to get a good article back.

I'm continuing to refine my techniques. I've found that the more organized and efficient at capturing information I am, the less time I waste and the more success I have.

I hope these tips help other members of the community!

Posted 5 months ago <#>

+4



The following users appreciated this post:

[Lauren](#), [Court](#), [Andy](#), [Nuvan](#)



\$400



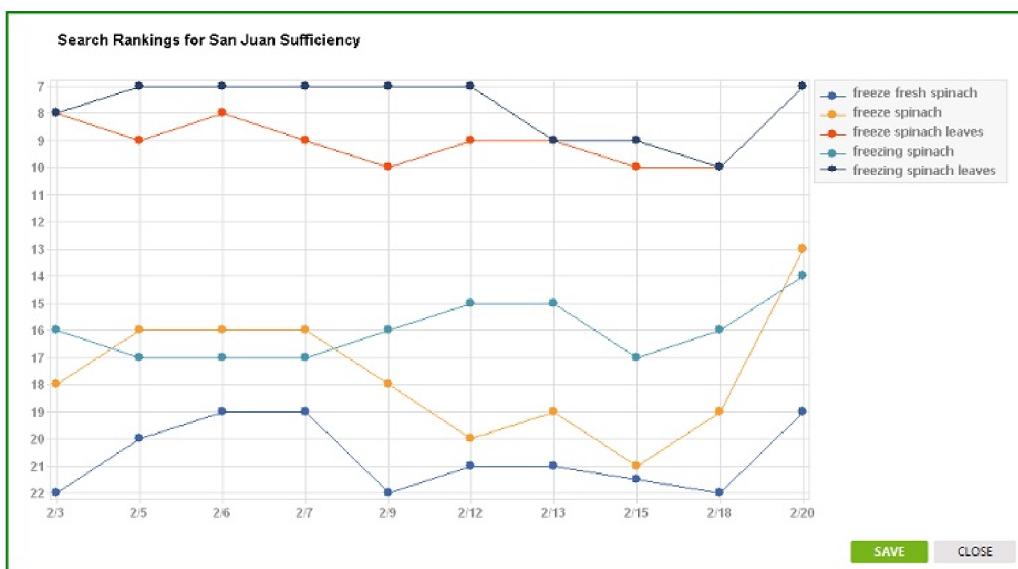
+148

Karma

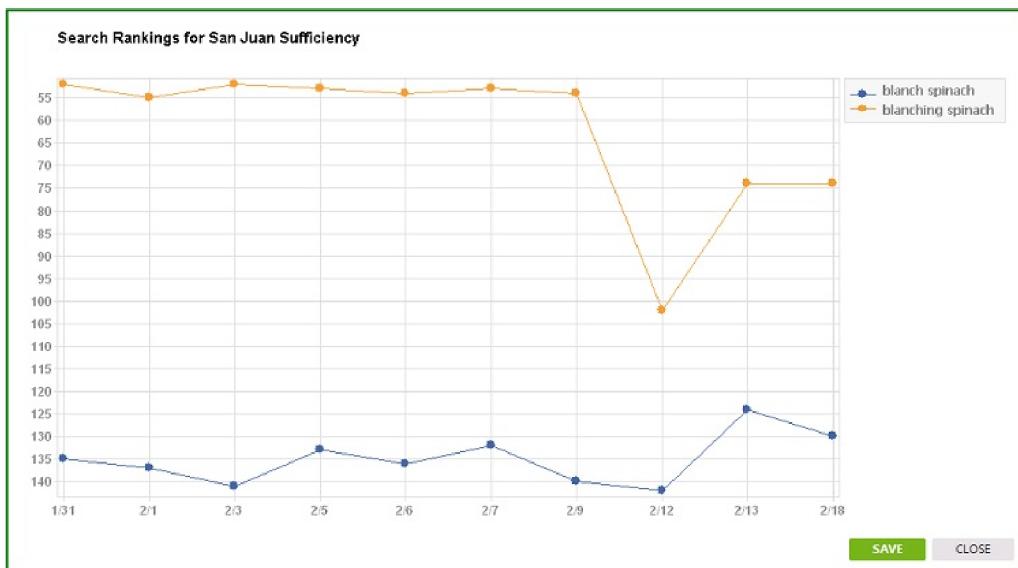
Joined 12/10

Another week and another update.

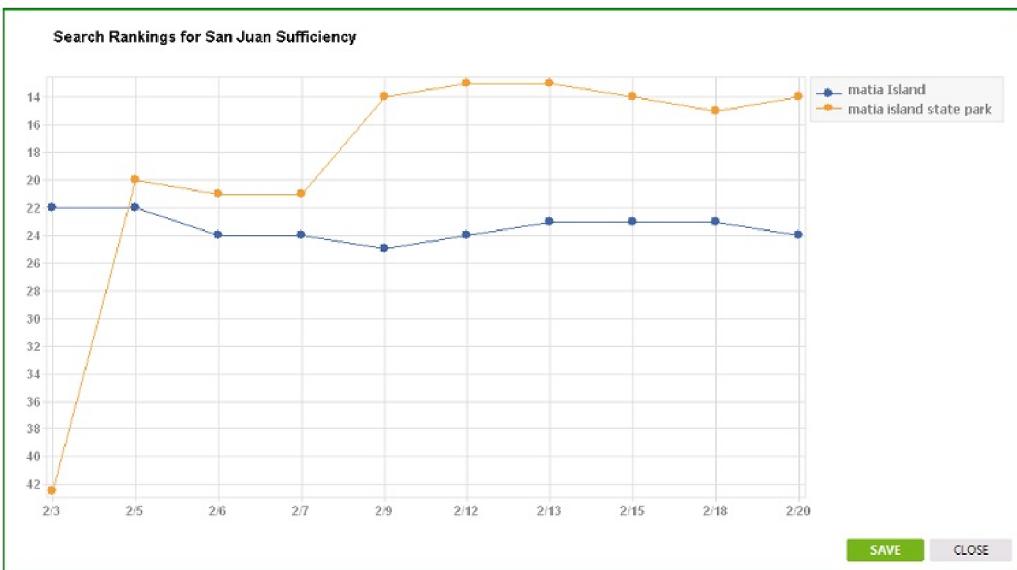
I finally got a link built to my spinach page this week. I updated [the spreadsheet](#) to reflect this. It's had a noticeably positive effect on the ranking:



The 'blanching' keywords I also tried to target with my spinach article continue to bounce around. I think I'm going to focus on better ranking the article for the 'freezing spinach' keywords before I come around and focus on the 'blanching' keywords. I want to see how ranking for one keyword set affects the ranking for the other keyword set.



My ranking for the 'matia' keyword group have been hovering over the week. I haven't had any new links go live, but I have two articles submitted in PostRunner and waiting for approval. I'm looking forward to seeing the response from those.



Cheers!

Chris Troutner

Posted 4 months ago <#>

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11. [Chris Troutner](#)



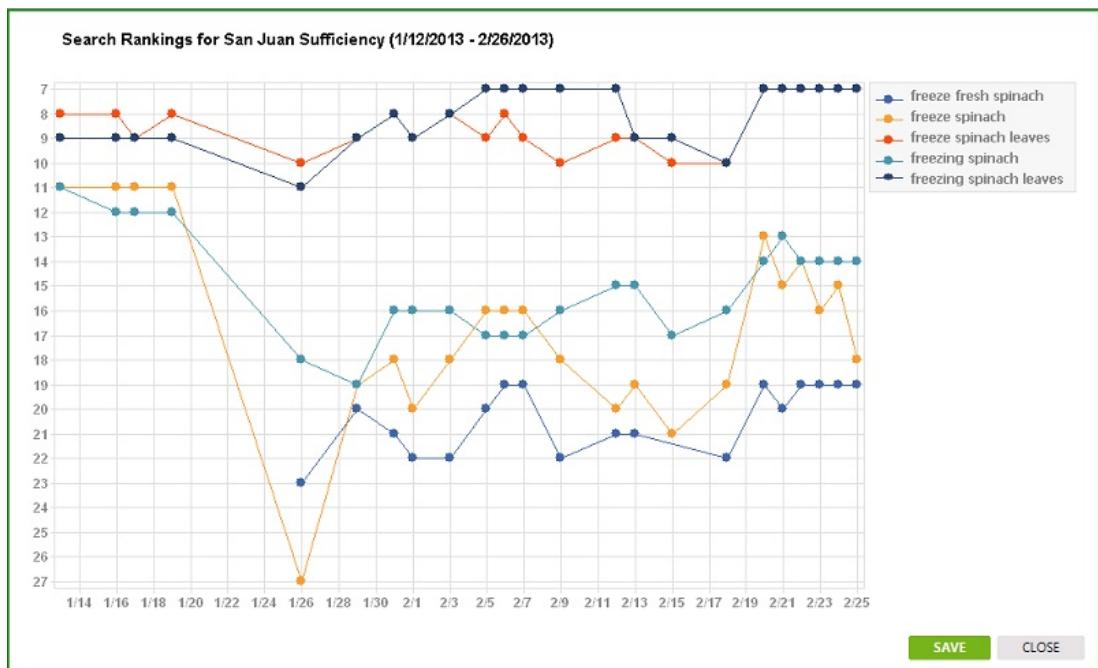
+148

Karma

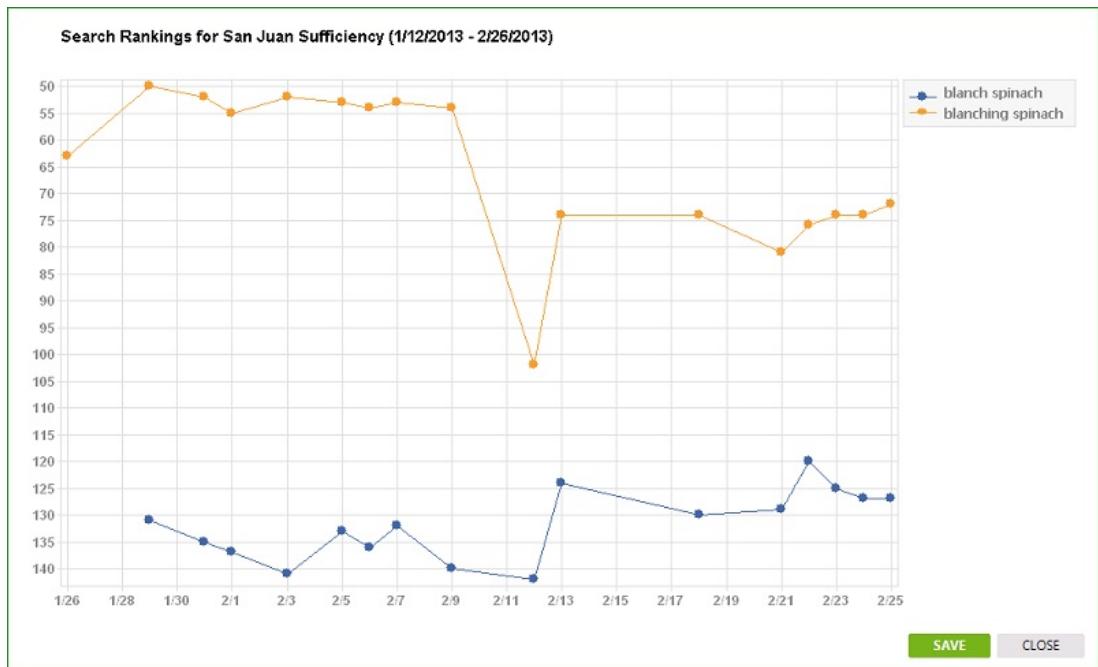
Joined 12/10

I posted four articles to PostRunner this week, but they are still hung up in the que. I did have one article get published last night, but I don't think Google has picked it up yet.

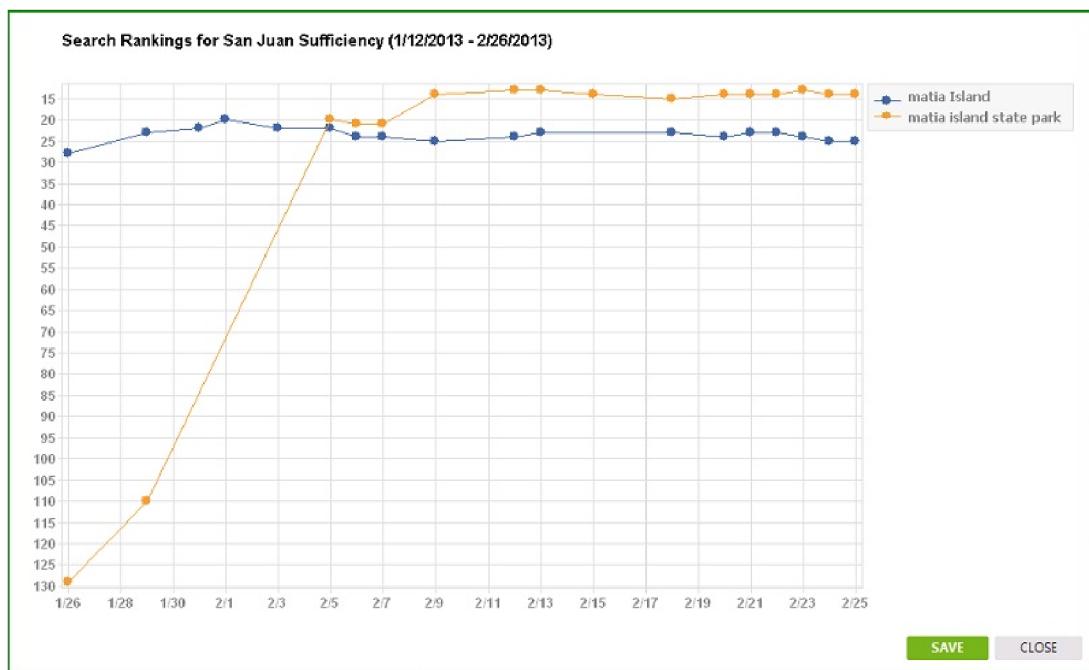
The most revealing thing about the **freezing spinach** article is how little movement has been observed. The rank completely flat-lined. I think I can attribute all the movement in rankings to the one link I reported last week.



There has been a little bit of movement with the **blanching spinach** keyword. I don't have any aggressively anchored backlinks built for this keyword. I'm going to wait until I get a few more generic and naked links published before I do it.



There hasn't been any significant movement on the **Matia Island** keywords. However, I have two articles in PostRunner waiting for approval. I'm looking forward to seeing their effect when published.



So like I said, the most revealing thing about this weeks data is that there has been no movement. That's expected because no new links have come out.

I'm expecting some interesting results for next week though. Once Google picks up the new PR link for spinach and if one of the links for Matia gets published, I should see some movement in the rankings.

Posted 4 months ago <#>

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## 12. [Chris Troutner](#)



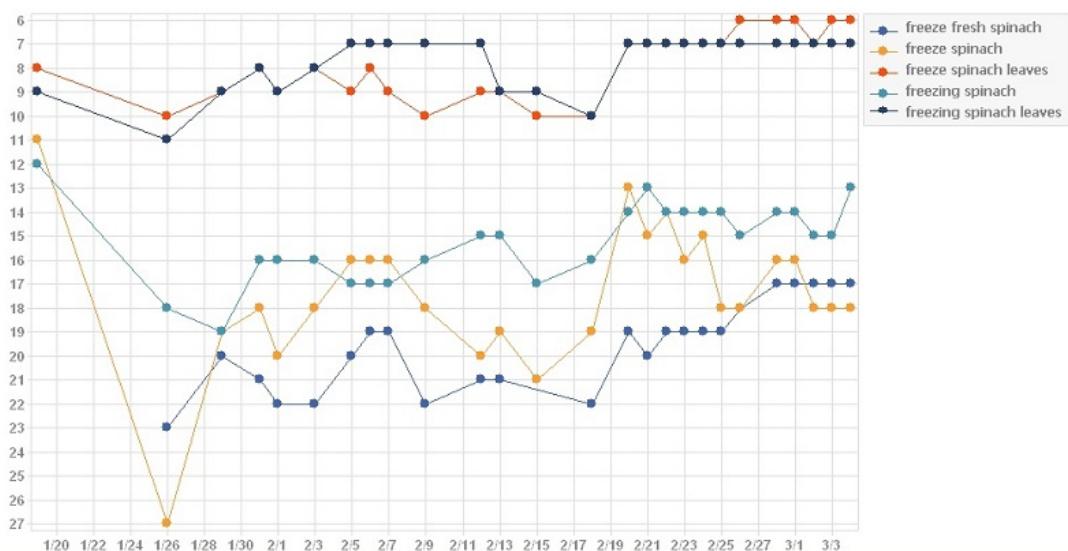
+148

Karma

Joined 12/10

One of the PostRunner articles promoting my [freezing spinach](#) page was published on 2/24. This bumped up my rankings to 6 and 7, which puts me to within spitting distance of my goal!

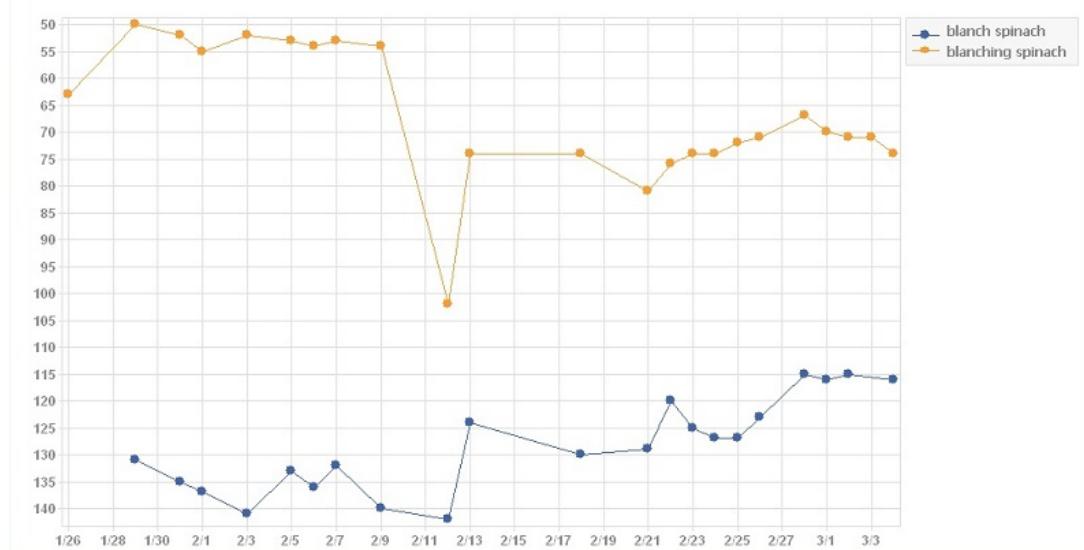
### Search Rankings for San Juan Sufficiency (1/19/2013 - 3/5/2013)



Another PR article was published yesterday (3/4/13), but Google hasn't picked it up yet. I suspect that this last link will get me to my goal of ranking within the top 5 positions for this keyword. I updated [the spreadsheet](#) to reflect the link building I've done.

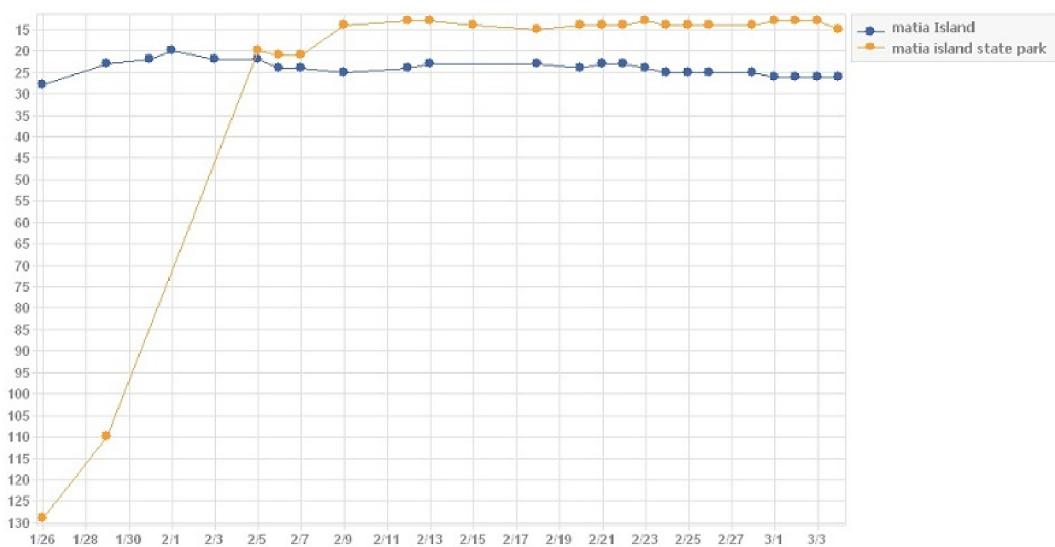
The 'blanching spinach' keywords have dropped a two places. Not anything to worry about. Like I said, I'll come back and promote these keywords once I have hit my goals for the 'freezing spinach' keywords and the ranking has stabilized.

### Search Rankings for San Juan Sufficiency (1/19/2013 - 3/5/2013)



Likewise, there hasn't been any movement with the [Matia Island](#) keywords. I have two article that are still hung up in PostRunner. I'm very anxious to see what their effect will be on the rankings.

### Search Rankings for San Juan Sufficiency (1/19/2013 - 3/5/2013)



Posted 4 months ago <#>

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### 13. [Chris Troutner](#)



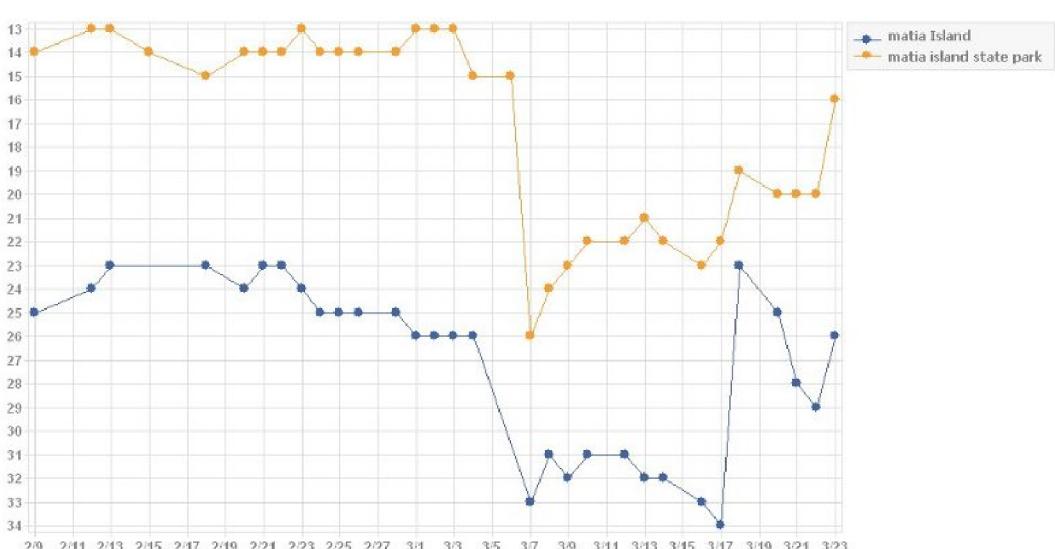
+148

Karma

Joined 12/10

I'm overdue for an update on this case study. For some reason, my ranking for the Matia Island post took a nose dive, but came back up when I got another link published on 3/13.

### Search Rankings for San Juan Sufficiency (2/6/2013 - 3/25/2013)

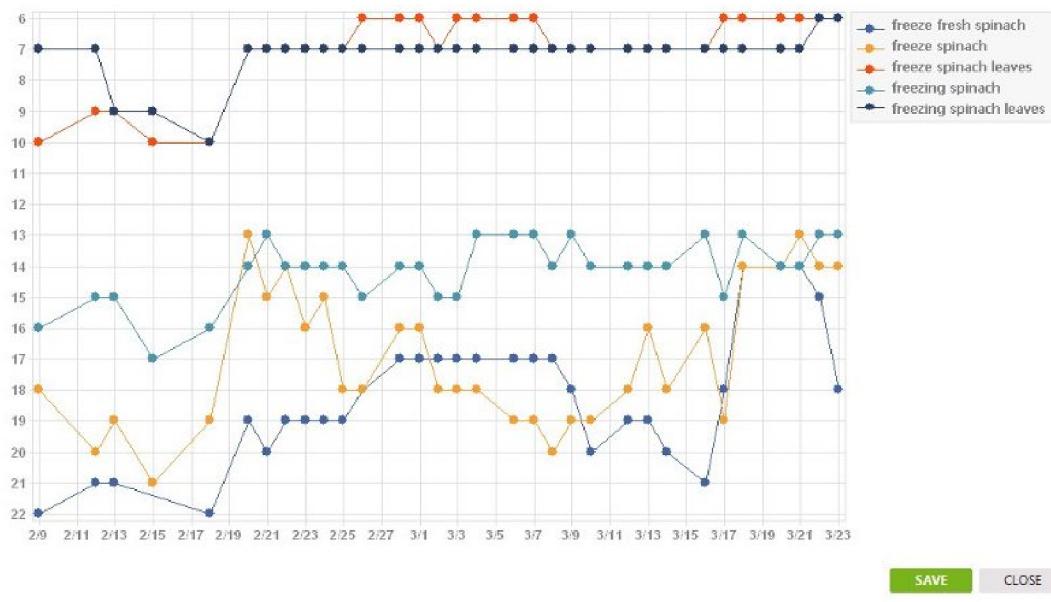


SAVE

CLOSE

However, the freezing spinach ranking is rock steady at a rank of 6. I haven't gotten another link for this post since 3/4. A few more links should push me into my goal, but I anticipate a slow slog if I want to continue to rise in the ranks.

Search Rankings for San Juan Sufficiency (2/8/2013 - 3/25/2013)

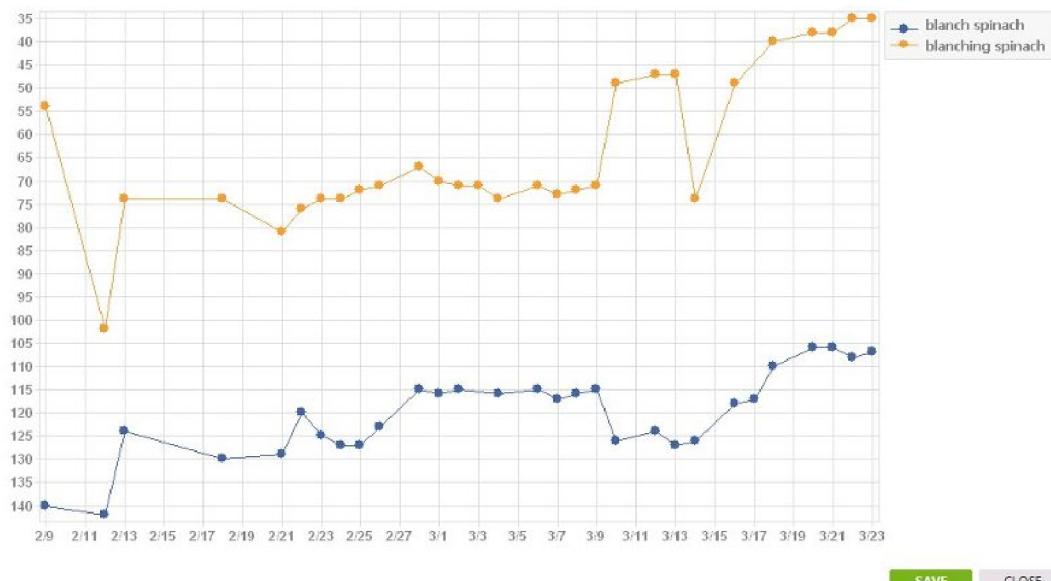


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I haven't been doing any targeted link building for the blanching spinach keywords, but my general link building seems to be having a positive effect on my rankings.

Search Rankings for San Juan Sufficiency (2/8/2013 - 3/25/2013)



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I'll continue to build links, but so far I am more than pleased with the performance. I am starting to branch out and build links to other posts on my site that have naturally ranked on the second and third page of the SERPs.

At this point I'm beginning to pepper my site with links. I'm mixing up both the timing and anchor text. I'm intentionally taking my time so that I can evaluate the impact of each link. I'm being careful to mix up my anchor text to keep my anchor text ratios where I want them (Green @ 50%, Yellow @ 25%, Red @ 25%).

Posted 3 months ago #

+1



The following users appreciated this post:

[Nuvan](#)

[RSS feed for this topic](#)

## Reply

Post

Tags (comma seperated)

Allowed markup: a `blockquote` `code` `em` `strong` `ul` `ol` `li` `h1` `h2` `h3` `strike` `img` `iframe`.  
You can also put code in between backtick ( ` ) characters.

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